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MPA PROGRAMMING SCHEDULE – GENERAL

TUESDAY, FEBRUARY 18, 2020

Own transportation to Washington Reagan National.

5:10PM Depart Washington Reagan National on Delta Flight #1631

8:13PM Arrive at LAX.

A shuttle bus driver will meet you and other Hill staff at the Delta baggage claim with “MPA Delegation” sign. The shuttle van will then take staff and luggage to Hilton Universal for drop-off.

9:30PM Arrive at Hilton Universal. No MPA programming scheduled for this day.

WEDNESDAY, FEBRUARY 19, 2020

7:45AM Depart hotel for Universal Studios
Location: 100 Universal City Plaza, Universal City, CA 91608
Enter through Gate 1 off of Lankershim Blvd. Drop off in front of the Grill/Commissary.

7:50AM Staff Delegation arrives at Universal Studios

8:05AM- **Welcome Remarks by Ivory Zorich, Event Consultant/Programmer, MPA**
8:07AM with light morning refreshments served.
Location: Room 1220

8:07AM- **“Piracy Living Room” Presentation and Discussion with NBCUniversal**
9:10AM **Executives:**
Andrew Skinner, Sr. Director, Intellectual Property Operations, NBCUniversal
Bo Afshar, Manager, IP Security and Technology, NBCUniversal
Description: NBCUniversal technology and policy experts will provide an in-depth presentation on the online piracy ecosystem. The presentation will include demonstrations of how consumers typically obtain unlawful content and how content-theft sites profit through advertising, subscriptions, and malware distribution. The group will also discuss the legal and political efforts the industry is undertaking to reduce the theft of film and television content, and the importance of international trade agreements to that effort. The presentation will also discuss “piracy devices and apps”: the fast-growing phenomenon of set-top boxes that, like Apple TV or Roku, attach to the television to provide easy access to Internet content, but, unlike those legitimate devices, tap into pirated sources for live channels and video on demand content.

9:10AM-10:50AM	Educational Tour of Universal Lot Description: The tour will provide a first-hand look at the film and TV production process. The presentations will demonstrate how NBCUniversal has worked to reimagine the film experience in new and inventive ways for consumers. The group will visit physical sets, post-production offices with demonstrations on digital editing, and the Wizarding World of Harry Potter experience at Universal Studios. Throughout the visit, we will discuss the extensive resources that are invested in creating original content and park experiences, and the importance of protecting this valuable intellectual property, including copyrights, trademarks, and the licensing marketplace.
10:50AM	Proceed to shuttle bus
11:15AM	Depart Universal Studios for Warner Bros. Location: WB Gate 7, 6561 Forest Lawn Drive, Los Angeles, CA 90068
11:45AM-12:45PM	Lunch Location: SJR Lobby
12:15PM-12:45PM	Remarks and Q&A with Thomas Gewecke, Chief Digital Officer and Executive Vice President, Strategy & Business Development, Warner Bros. Entertainment Description: Remarks will focus on the way we now consume content, including the proliferation of streaming, direct-to-consumer viewing platforms both at home and on mobile devices. We will discuss how the way in which we watch movies and television has changed radically in the last five years and how we see that evolving further in the future.
12:45PM-2:40PM	Remarks and Educational Tour of Warner Bros. led by Michael Walbrecht, Vice President, Public Affairs, Warner Bros. Description: Michael Walbrecht will meet with the group to review and discuss federal and state film and television tax policies that impact the film and television industry, along with the pressures of overseas incentives to lure domestic production offshore. Specifically, he will present information on the relationship between the Section 181 tax incentive and state film credits, and how decisions on filming location can impact the economic viability of productions. Walbrecht will also discuss the importance of trade policies to the film and television industry's efforts to protect intellectual property in a global digital economy. The group will continue on an educational tour of Warner Bros.' back-lot facilities. Potential stops, depending on production schedules, will include sound stages to showcase the jobs related to building and maintaining a set, and post-production facilities (i.e. sound dubbing, editing) to highlight the major technology investments required to produce and distribute films and television shows.

2:40PM	Proceed to shuttle bus
2:45PM	Depart for Netflix Location: 5808 W Sunset Blvd, Los Angeles, CA 90028
3:05PM	Arrive at Netflix
3:10PM- 3:40PM	Discussion with Netflix Senior Executives in the ICON lobby, followed by a brief educational tour of Netflix's Hollywood campus. Description: The delegation will be greeted by senior executives from Netflix's CREWS (Corporate Real Estate and Workplace Services) team in the iconic lobby of Netflix's Hollywood headquarters and receive a brief educational tour of the company's unique urban campus, open work space and the various production and tech functions that support content creation at Netflix.
3:40PM- 4:25PM	Presentation and Educational Tour of the NLAB Description: NLAB is Netflix's dedicated virtual production stage at Sunset Bronson Studios. Virtual Production combines VR and other cutting-edge visualization techniques, allowing filmmakers to make real-time creative decisions that used to take months, save money, shorten production schedules and reduce our carbon footprint.
4:25PM- 5:10PM	The Art and Science of Dubbing led by Debb Chin, Head of Dubbing, Netflix Description: This presentation will include an overview of how Netflix localizes content in 190 countries, followed by a live exercise in dubbing crowd noise to show how dubbing works.
5:10PM- 5:40PM	Conversation with Netflix Senior Content Executives: Lisa Nishimura, Vice President, Independent Film and Documentary Features, Content Acquisition, Netflix Tendo Nagenda, Vice President, Original Studio Film, Content Acquisition, Netflix Description: The conversation will provide an overview of the Netflix approach to content production, and will also answer questions related to the previous two sessions.
5:40PM	Proceed to shuttle bus
5:45PM	Depart for dinner Location: Eveleigh, 8752 Sunset Boulevard, West Hollywood, CA

6:30PM- **Dinner**
8:30PM Description: The dinner discussion will further cover the issues presented throughout the day's events, with remarks by **John Gibson, Vice President, External and Multicultural Affairs, MPA.**

8:30PM Proceed to hotel

END OF DAY

THURSDAY, FEBRUARY 20, 2020

5:30AM A shuttle bus driver will meet you and other Hill staff in the Universal Hilton lobby. The shuttle van will then take staff and luggage to LAX for drop-off.

6:45AM Arrive at LAX.

8:10AM Depart LAX on Delta Flight #1631

4:05PM Arrive at Washington Reagan National.

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